



KNOW PLAN PREPARE

You and your family can be ready for emergencies. Visit mass.gov/KnowPlanPrepare



Emergency Preparedness Month provides an opportunity to raise awareness for the important work being done to ensure our communities are safe, healthy and ready for emergencies. The Massachusetts Department of Public Health (DPH) Office of Preparedness and Emergency Management is sponsoring a statewide campaign to encourage Massachusetts residents, families and communities to make plans and prepare for public health and medical emergencies, threats and disasters. Be sure to read on for more details about this year's planned activities as well as some new preparedness products we've added into the mix for our partners!

TV & Media Buy

We are anticipating a media buy for the month of September that will feature a combination of TV spots, an online/digital campaign, and Facebook ads for the social media component. The media buy has been structured in a way that will provide good market saturation and widespread reach across the Commonwealth, including: broadcast TV in Boston and Springfield; and cable TV in Worcester, Cape Cod, and the Berkshires (on Spectrum).

This year's **Know Plan Prepare** campaign again will spotlight the two 30-second TV ads that have aired the past two years: the [direct appeal](#) that features a range of diverse people in various settings explaining how they prepare for emergencies, and the popular [Captain Chaos](#), who brings various disasters to families only to find that his destructive efforts are thwarted by prepared family members. The ads should begin airing on TV the first full week in September.

Preparedness Items

For this year's campaign, we again have ordered the much sought-after reusable grocery tote. The tote is a great way to educate and remind people about preparedness, and campaign participants are encouraged to place in the bag copies of the Know Plan Prepare brochure, the Disaster Preparedness for Seniors by Seniors brochure, the MA Responds recruitment trifold, and any other preparedness materials you'd like to pass along to the public. We also were able to print the Know Plan Prepare brochure in Portuguese this year, so we now have the brochure available in English, Spanish, and Portuguese. With the exception of the MA Responds brochure, all of the above-mentioned materials can be ordered through the Massachusetts Health Promotion Clearinghouse.

We're excited to announce the availability of three new preparedness items for the campaign as well as one new educational material. We have:

- A small aluminum flashlight with an attached keyring
- A flat plastic flashlight that is magnetic and has a retaining ring
- A 7-day release pill box which will be delivered in an assortment of colors (blue, green, and/or orange)
- An activity book geared towards kids and their parents – Fred the Preparedness Dog Activity Book is an adapted publication from the Kansas Department of Health and Environment, and Fred's mission is to increase family and pet preparedness for all types of emergencies.

All of the items are branded with the Know Plan Prepare design and URL, and we encourage you to include them in the tote bags along with any relevant educational materials for any of your planned community events during Preparedness Month.

Please note that as all of these items have order limitations, it is advisable that you place your orders as soon as you determine your needs.

The following link will bring you to the Clearinghouse EP page where you can view the items and place an order: <http://massclearinghouse.ehs.state.ma.us/category/EMPR.html>

FEMA also maintains a media library and has hard copies available of some of its printed EP publications. That order form can be found at https://www.fema.gov/media-library-data/1490359369106-4c6632c69c9180f96bca7fcd602215d0/Ready_Materials_Order_Form_3.17.17.pdf.

Community-Based Event

This year's community-based event is something quite different from anything we've done in the past. We are outreaching to the nine statewide library networks to ask them to create preparedness-related displays in their member libraries during the month of September, with kids as the target audience. A letter explaining Preparedness Month, along with a list of the recommended books to include on displays, and a few copies of the new Fred the Preparedness Dog Activity Book will go out to the libraries within the networks through a coordinated distribution point.

Libraries are in no way required to participate but we think this is a really great opportunity not only to partner with a valued community resource but also to connect with a segment of the population we traditionally have not made a priority in previous campaigns. If you and your organization would like to see your local libraries participate, we would recommend that you reach out to them and urge them to do so. Perhaps your library hosts children's story time sessions, and you'd like to partner with them to talk with the kids about preparedness? Or maybe you could team up with your local library to host a volunteer recruitment session? Libraries are more than happy to collaborate with other community organizations to provide learning opportunities for community members. We would encourage you to pursue any innovative ideas you might have to help spread the word about preparedness and available resources.

Web Resources

DPH continues to maintain one central web page at mass.gov/KnowPlanPrepare to provide information, tips and links for the public. The preparedness [checklist](#) included in the ads' call to action remains available on the site. It is posted as a fillable pdf, and individuals can enter their personal information, print copies and save it to their computers so that they can modify it at any point in time should their information change. The web page also provides resources to support local, regional and state preparedness initiatives for you to use with your community or organization.

Last year, we had some great animated videos created with the following themes to supplement our campaign:

- Build an emergency kit
- Create a family communication plan
- Plan for your medical needs
- Safe and well
- Include your pets in planning

All of the preparedness videos, including the direct appeal, Captain Chaos, and the animated shorts can be viewed [here](#). If you're interested in sharing any of them on your website, blog, or social network, click on the white arrow in the top right corner of each video to share. From this screen, you can directly share on your Facebook, Twitter, and Google+ accounts. For more options, including obtaining the embed code to place the video on your organization's web page, click on the three dots under the url for more options. This will open the video in YouTube. Under the video are additional options to share, embed, or email. If you're unclear on how to embed videos onto your website, talk with your organization's website administrator.

All of the graphics and banners associated with the campaign have been updated with the **Know Plan Prepare** tagline. You can use the Facebook and Twitter headers on your organization's social media accounts for the month of September, if you'd like. There's also an updated button for the Know Plan Prepare campaign that can be added to your webpage which will direct users to DPH's campaign webpage. The social media and press release templates on the following page, <http://www.mass.gov/eohhs/gov/departments/dph/programs/emergency-prep/personal-prep/partner-organizations.html>, also have been updated to reflect the specifics of this year's campaign.

Questions

Please contact Samantha Stone at samantha.stone@state.ma.us.

Thank you for all of your efforts that support making our communities more resilient and able to respond to emergency events.